

ADC

Automated Content Management and Distribution

Today, broadcast automation is no longer simply channel playout — it has become a content management and distribution engine. Media operations need to be able to simply and effectively distribute their content, regardless of format.

Imagine Communications ADC™ is an on-premise automation solution for any content management workflow requirement. Field-proven at some of the industry's most demanding environments, it is the ideal platform for content control and delivery, incorporating the benefits of asset management with the efficiencies of automated operations.

By offering operational flexibility and modular scalability, ADC is designed to adapt to your evolving business needs, while giving you the tools to explore new revenue concepts.

Benefits

- **Reliable:** A resilient, robust and proven platform, ADC protects your revenue streams with multiple, interlocking redundancy strategies.
- **Flexible and Scalable:** The ADC system's scalable, modular architecture allows it to economically and efficiently adapt as your needs evolve. Whether it is used to launch more channels, incorporate new media workflows, or meet enhanced redundancy requirements, ADC brings simplicity to scalability.
- **Affordable:** Economical package pricing provides an affordable system entry point to accommodate any budget or workflow practice. The ADC system's small hardware footprint, quick commissioning and low cost of ownership make it the ideal solution for small- to medium-sized operations.
- **Easy to Use:** Intuitive, Windows®-based applications provide an enriched user experience, allowing users of all skill levels to quickly become proficient in system operations.
- **Interoperable:** ADC integrates with more devices and business systems than any other automation product, creating seamless workflow environments.

Features

ADC on-premise playout automation is built on the following components:

Device Controller

The Device Controller provides real-time control of devices and can manage multiple playlists on multiple networks and serial devices. Individual Device Controllers can manage several channels while simultaneously ingesting other channels. Device Controllers can be paired for redundant operations, supporting manual or automatic failover.

File Server

File Server is a standard Microsoft SQL database that stores all metadata needed to support automated workflows. The flexible database structure allows customers to create their own database tables in addition to those provided with the standard schema. Like the Device Controller, File Servers can be paired for redundancy, supporting manual or automatic failover.

Air Client™

Air Client™ is a highly intuitive and efficient workstation used for managing playlists. Air Client™ can monitor and control multiple playout and ingest channels, across multiple device controllers, from a single UI.

Media Client

Media Client is an ingest workstation that allows new material to be acquired by automation. Media Client also manages the automation's database and the media that is stored on various devices, such as video disks and archives.

Utilizing this modular architecture, ADC can be simply and economically scaled to grow with the evolving needs of a facility. Regardless if it is launching more channels, incorporating new media workflows or enhanced redundancy, ADC provides simplicity and scalability.

Right-Sized Redundancy

ADC features multiple, interlocking redundancy strategies so you can utilize the method that best protects your revenue streams. These include:

List Redundancy

List Redundancy provides advanced protection for your content through the duplication and synchronization of

automation schedules. List Redundancy secures your operations through the automatic creation of parallel transmission paths, either of which can assume playout responsibilities, should the need arise.

Cold Standby

Cold Standby, in conjunction with List Redundancy, provides protection for the ADC Device Controllers and communications to the controlled devices. Cold Standby ensures that operations continue by providing parallel control paths from the device controllers to your devices. Control of devices can be passed from the main device controller to a backup device controller.

Microsoft® Clustering

The ADC database architecture supports Microsoft® Clustering, allowing it to be used to protect your metadata assets.

Applications

ADC is a proven solution for a variety of markets, including:

Broadcast/Cable Networks

ADC supports the unique and complex workflows associated with network content. It regionalized commercial insertion, advanced media workflows including conversion to mezzanine formats, automated QC, and enhanced redundancy. ADC is the preferred solution for network content providers.

Commercial Environments

ADC is the ideal platform for dynamic commercial environments. It offers the ability to support complex branding, maximize efficiencies in multichannel operations, support rapidly changing schedules that are associated with live news and sports, and seamlessly manage content from acquisition to distribution.

Public

ADC playout automation successfully supports workflows at Public Broadcasting Service (PBS) member stations, including satellite control and tight interaction with Traffic/Scheduling systems.

Centralized Operations

ADC supports multiple centralization strategies, including distributed ingest, centralized and edge playout. ADC has the flexibility and feature set to accommodate any centralized practice.

Specifications

A wide range of optional modules can extend the capability of ADC. Choose from the following to augment ADC's functionality:

Motion

Receiving content from multiple sources, in various formats, introduces the challenge of sending it to different points of distribution and, at the same time, streamline operations to maximize the productivity of staff and eliminate cost.

Adding Motion provides intelligent content workflows, covering the full spectrum of advanced media operations. Archive, transcoding, automated QC, multiple nearline volumes, replication and file-based ingest are all supported through this powerful engine. Through Motion, ADC can automate these processes with manual validation at key stages in the workflow process.

Motion provides:

- Intelligent, rules-based content workflows
- Integration opportunities to other business systems and task management tools
- An intuitive workflow builder with flexibility and scalability
- Streamlined operations through the automation of content management workflows

xG Live Log™

Imagine Communications xG Live Log™ connects your traffic schedule directly to your playlist using SMPTE BXF data exchange. Eliminating the need for manual communications and handwritten playlist changes, xG Live Log is a simple workflow solution with big benefits.

Through seamless integration between Imagine Communications [LandmarkOSI™ Traffic & Billing](#) and ADC™, xG Live Log enables the traffic schedule to communicate bidirectionally with a running playlist. Changes to the log can be made up to 15 minutes before airtime. After playout, the system reconciles content updates between the traffic department log and the automation playlist — and down the line to accounting for reconciliation.

In the day-to-day operations of the master control department, operators no longer need to dedicate huge chunks of time to manipulating playlists and manually inserting spot copy changes. The edits can be performed by the traffic department through xG Live Log and communicated electronically throughout the workflow.

Increased Efficiency

- Instant bidirectional communication eliminates manual change errors
- Operator approvals enabled for last-minute playlist changes
- Master control teams stay focused on high-value tasks like prepping content for playout

Increased Revenue

- Revenue is maximized, as inventory is available for sale up to the last minute
- As-run information and error alerts can be quickly sent to traffic
- Preemptions can be greatly reduced with proactive management of the schedule

Faster, Smarter Workflow

- Schedule can be efficiently managed with a seamless, interactive operational environment
- Imagine Communications OSi-Traffic and third-party BXF-compliant traffic systems securely integrated with ADC
- Incremental edits to the playlist submitted electronically throughout the day

Easy Implementation

- Two-week installation time
- Minor upgrade for OSi version 7.4 and above
- Thorough workflow and system optimization training

Link List

Link List is an option for the ADC Air Client application that provides a simple but effective mechanism for managing break-away lists based on the actions performed by single primary or master list. Through Link List an operator can efficiently manage multiple break-away lists for the purpose of playing different content from what is found on the master list. The typical usage for Link List is regionalized commercial insertion, where each of the break-away or slave lists are responsible for playing unique commercial content to a specific region.

Link List can be of benefit to any facility that needs a simple, proven method for producing multiple program streams where different content needs to be provided other than what is utilized on the primary channel.

Link List can be used by any facility that wants to realize additional revenue by offering targeted or regionalized commercial placement, but wants to maintain the same level of operational costs. Link List allows the facility to produce multiple commercial streams for any of their primary channels, providing a simple and effective means of supplying differing commercial content to a cable operator, geographic or demographic region.

AnyBase

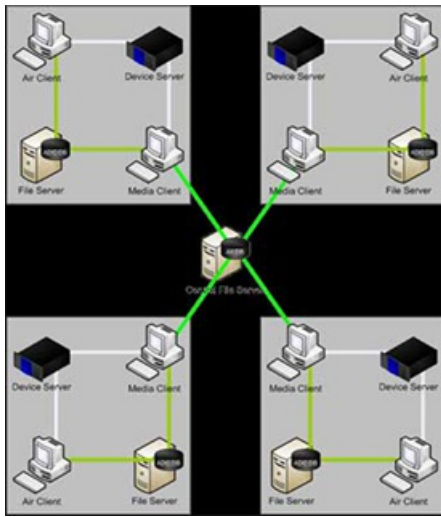
AnyBase enables a Media Client to access two databases, the normal primary production database and a second alternative database.

This provides the ability for the Media Client to utilize the alternate database for any database action, including; reading and writing to and from the prep forms, performing database searches, and purging items.

Using AnyBase a Media Client user can ingest media, using established media preparation processes, and then easily share the resulting metadata by saving it to the alternative database. Then any user with an AnyBase enabled Media Client can access the same alternative database, retrieve the metadata and use it for their own ingest processes. The two users could be in the same building or located in different cities. AnyBase promotes workflows where metadata can be used as shared, common resource.

Facilities are always looking for ways to simplify and streamline workflows, making operational practices more efficient through the elimination of repetitive and duplicate manual tasks.

How can AnyBase help? In the picture below is a common AnyBase configuration.



Secondary Record

With Secondary Record, you can capture live programming, as it occurs, for later reuse. Secondary Record will automatically ingest the content and create the associated program metadata so the program can be repurposed immediately or at a later date. The captured program can easily be scheduled with different commercials and branding, making Secondary Record the ideal process for newscast replays. Secondary Record is the ideal option for any facility that needs a simple, reliable mechanism to capture live programming for latter re-use regardless if it is a quick-turn-around news re-play, a live sporting event to be reused on a different channel days or weeks latter or any live event where the content needs to be distributed through different platforms.

Specifications and designs are subject to change without notice.

Software and Hardware Requirements:

Device Controller: Suitably configured enterprise server running Microsoft® Windows® Server 2008

Database: Microsoft® SQL Server

Client: Workstation configured with Microsoft® Windows® 7

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Screen capture of the ADC software

Air Client[Admin-CLIENT-WTL-VAUTO-ADC1 2/7/2020]

File Edit Events Resources Properties Tools Window Help Quick Access

Color Scheme

ADC-1-Play

Event	Time	Device	Status	Protect	PStatus	Sec	Type	ID	Seg	Title	Dur	SOM	Bin	Ch	E	S	QUAL	#	z	Completed	CompleteSOM	ABDC
1	00:00:00.00																					
2	00:00:00.00		DONE		ABORT	P1	ICONS	Load...and BRIGHTNESS														
3	00:00:00.00		DONE			A	BT000	BT000														
4	15:50:06.22																					
5	15:50:06.22		DONE			A	BT000	BT000														
6	15:50:06.22	SWITCH 1	PLAY			AU	BLACK															
7	15:50:16.22	NOPLY-2.3	CHD			A	15SP012	15SP012														
8	15:51:11.24	NOPLY-1.2	CHD			A	15SP014	15SP014														
9	15:51:26.24	NOPLY-2.4	STOP			A	15SP019	15SP019														
10	15:51:41.28	NOPLY-3.1	STOP			A	15SP016	15SP016														
11	15:52:02.00	Neato				A	20SP019	20SP019														
12	15:52:02.00	Neato				A	20SP019	20SP019														
13	15:52:22.00	Neato				A	10SP017	10SP017														
14	15:52:22.00	Neato				A	10SP019	10SP019														
15	00:00:00.00	ICONS1	CHD			WV	P1	ICONS	Sho...and BRIGHTNESS													
16	15:52:42.18	Neato				A	BR022	BR022														
17	00:00:00.00	ICONS			ABORT	P1	ICONS	Load...and BRIGHTNESS														
18	15:52:49.13	Neato				A	BT000	BT000														
19	15:52:49.13	Neato				A	NOTE	Secondary Comment														
20																						

15:52:49.13 0F C 158 50 Air Focus: 0M KevinTest.txt

PlayList - C:\Users\Administrator\Downloads\12001&KTIC1

Event	Time	Device	Status	Protect	PStatus	Sec	Type	ID	Seg	Title	Dur	SOM	Bin	Ch	E	S	QUAL	#	z	Completed	CompleteSOM	ABDC
1	04:00:00.00																					
2	04:00:00.00					A	LogData 127	LogData 127(NTIC)														
3	04:00:00.00					A	86453	KTIC P...ment														
4	04:00:00.00					A	99910104	Ag...up N/H														
5	04:00:00.00					WV	P1	TKC	NTIC Synch...up													
6	04:00:00.00					WV	P1	TKC	NTIC Synch...up													
7	04:00:00.00					A	AGDPH	2	Seg...up N/H													
8	04:00:00.00					A	Z2027	Cap...Auto...Up...Post														
9	04:00:00.00					A	415847	Fare...Journal...Television Com														
10	04:00:00.00					A	86454	KTIC Synch...up N/H														
11	04:00:00.00					A	AGDPH	3	Seg...up N/H													
12	04:00:00.00					WV	P1	TKC	NTIC Synch...up													
13	04:00:00.00					WV	P1	TKC	NTIC Synch...up													
14	04:00:00.00					A	AGDPH	4	Seg...up N/H													
15	04:11:34.00					A	AGDPH	5	Seg...up N/H													
16	04:00:00.00					WV	P1	TKC	NTIC Synch...up													
17	04:00:00.00					WV	P1	TKC	NTIC Synch...up													
18	04:16:40.00					WV	P1	TKC	NTIC Synch...up													
19	04:00:00.00					WV	P1	TKC	NTIC Synch...up													
20	04:17:04.00					A	AGDPH	6	Seg...up N/H													

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Screen capture of the ADC AirClient software

ADC-1-Play - Air Client[Admin-CLIENT-WTL-VAUTO-ADC1 2/7/2020]

File Edit Events Resources Properties Tools Window Help Quick Access

View List

ADC-1-Play

Event	Time	Device	Status	Protect	PStatus	Sec	Type	ID	Seg	Title	Dur	SOM	Bin	Ch	E	S	QUAL	#	z	Completed	CompleteSOM	ABDC
1	00:00:00.00																					
2	00:00:00.00		DONE		ABORT	P1	ICONS	Load...and BRIGHTNESS														
3	00:00:00.00		DONE			A	BT000	BT000														
4	15:50:06.22																					
5	15:50:06.22		DONE			A	BT000	BT000														
6	15:50:06.22	SWITCH 1	PLAY			AU	BLACK															
7	15:50:16.22	NOPLY-2.3	CHD			A	15SP012	15SP012														
8	15:51:11.24	NOPLY-1.2	CHD			A	15SP014	15SP014														
9	15:51:26.24	NOPLY-2.4	STOP			A	15SP019	15SP019														
10	15:51:41.28	NOPLY-3.1	STOP			A	15SP016	15SP016														
11	15:52:02.00	Neato				A	20SP019	20SP019														
12	15:52:02.00	Neato				A	10SP017	10SP017														
13	15:52:02.00	Neato				A	10SP019	10SP019														
14	00:00:00.00	ICONS1	CHD			WV	P1	ICONS	Sho...and BRIGHTNESS													
15	15:52:42.18	Neato				A	BR022	BR022														
16	00:00:00.00	ICONS			ABORT	P1	ICONS	Load...and BRIGHTNESS														
17	15:52:49.13	Neato				A	BT000	BT000														
18	15:52:49.13	Neato				A	NOTE	Secondary Comment														
19	15:52:49.13	Neato				A	BT000	BT000														
20	15:52:49.13	Neato				A	BT000	BT000														
21	15:52:49.13	Neato				A	BT000	BT000														
22	15:52:49.13	Neato				A	BT000	BT000														
23	15:52:49.13	Neato				A	BT000	BT000														
24	15:52:49.13	Neato				A	BT000	BT000														
25	15:52:49.13	Neato				A	BT000	BT000														
26	15:52:49.13	Neato				A	BT000	BT000														
27	15:52:49.13	Neato				A	BT000	BT000														
28	15:52:49.13	Neato				A	BT000	BT000														
29	15:52:49.13	Neato				A	BT000	BT000														
30	15:52:49.13	Neato				A	BT000	BT000														
31	15:52:49.13	Neato				A	BT000	BT000														
32	15:52:49.13	Neato				A	BT000	BT000														
33	15:52:49.13	Neato				A	BT000	BT000														
34	15:52:49.13	Neato				A	BT000	BT000														
35	15:52:49.13	Neato				A	BT000	BT000														
36	15:52:49.13	Neato				A	BT000	BT000														
37	15:52:49.13	Neato				A	BT000	BT000														
38	15:52:49.13	Neato				A	BT000	BT000														
39	15:52:49.13	Neato				A	BT000	BT000														
40	15:52:49.13	Neato				A	BT000	BT000														
41	15:52:49.13	Neato				A	BT000	BT000														
42	15:52:49.13	Neato				A	BT000	BT000														
43	15:52:49.13	Neato				A	BT000	BT000														
44	15:52:49.13	Neato				A	BT000	BT000														
45	15:52:49.13	Neato				A	BT000	BT000														
46	15:52:49.13	Neato				A	BT000	BT000														
47	15:52:49.13	Neato				A	BT000	BT000														
48	15:52:49.13	Neato				A	BT000	BT000														
49	15:52:49.13	Neato				A	BT000	BT000														
50	15:52:49.13	Neato				A	BT000	BT000														

15:52:49.13 0F C 158 50 Air Focus: 0M KevinTest.txt

E4

Screen capture of the ADC AirClient software

Screen capture of the ADC AirClient software

